



Buikslotermeerplein 261

As the main tenant of Buikslotermeerplein 261, a retail space located in the **boven<sup>t</sup>y** shopping centre in Amsterdam North, I signed a temporary lease contract. As such, it is rent-free, leaving only the service costs of €423,50 including VAT as the monthly payment. The contract is based on a one-month notice of eviction in the event that the space would be rented for its “real” value. The shop is advertised on **funda** in business and described as a spacious ground floor retail space of 145m2 with an additional 75m2 floor above. The asking price is €3400 excluding VAT per month and is marked as “available”.

I signed the contract at the end of December 2020 and now share the space with fellow artists. The contract ties the owner E.W.E. Bicker from Vreeburg Vastgoed BV to me, Lisa Sudhibhasilp, main tenant described as the “user”. Every month I receive by post an invoice with a header logo from a company called **ProWinko** stating the €423,50 to be transferred to a bank account belonging to Vreeburg Vastgoed.

**ProWinko** is a real estate investor and developer, with a main focus on retail spaces, owning many shops in Amsterdam including some in the **boven<sup>t</sup>y** shopping centre. The company operates in the Netherlands, Canada and Portugal, with offices in each country, the Dutch office being based on Bella Bonna 2 in Amstelveen. Since its founding in 1990, **ProWinko** has been headed by CEO Max Vorst. He is notable for starting the  chain with his brother Philippe and has now shifted his focus to real estate.

Max Vorst appears to be at the origin of a private contemporary art collection presenting itself under the name of **ProWinko ProArt!** Vorst is the owner of artworks by Ai Weiwei, Marlene Dumas, Barbara Kruger, Louise Bourgeois, Ugo Rondinone, Sarah Lucas and many others, according to the lease credits of numerous exhibitions and art institutions. Max Vorst and his wife Olga appear on the list of benefactors of the STEDELIJK MUSEUM in Amsterdam. Their son, Jascha Vorst, works for **ProWinko** as a “Junior Asset Manager” and is my contact person regarding the lease of Buikslotermeerplein 261.

On  **drimble**, it is stated that **ProWinko** owns twenty different entities – companies as well as non-profit organisations – all registered at Bella Donna 2. These entities include Prolympha Investments BV, Diamantvalk BV, Stichting Amstelstraat 16-32 and Vreeburg Vastgoed BV. This strategy of using real estate investment holding companies together with several others is very common and even advised for tax advantages, protection of assets and the reduction of risk and liability regarding personal exposure.

On 18 March, Jascha Vorst called me to announce the upcoming new tenants: **getir**. This is an on-demand grocery delivery company, originating from Turkey, with the promise of delivering groceries within 10 minutes. This is made possible by using dark stores which refers to a retail outlet or distribution centre that caters exclusively for online shopping – typically a large warehouse. We will return the keys on 19 July as per the one-month notice.

Following this research and after failed attempts to interview Max Vorst, artist and urban geographer Eva Pel proposes to share pizzas on Buikslotermeerplein 261 with passersby on the last days of the lease agreement. This in order to celebrate art, life, public space and the first day of the school Summer holidays in Amsterdam.

Lisa Sudhibhasilp  
together with Eva Pel  
in the context of *reclame* #2 De grote vakantie  
10.07.2021